

Sales Training Flashcards for Closers

Card 1

Front: It's too expensive.

Back: I understand. Compared to what?
Isolate price vs. value.
Reinforce ROI.
Break into monthly/daily cost.

Card 2

Front: I need to think about it.

Back: Absolutely. What specifically would you like to think through?
Identify real concern.
Clarify decision criteria.

Card 3

Front: I need to talk to my spouse/partner.

Back: Totally fair. What do you think they'll want to know?
Pre-handle objections.
Offer joint call.

Card 4

Front: We don't have the budget.

Back: Is it a budget issue or a priority issue?
Reframe to allocation.
Explore timing options.

Card 5

Front: Send me information.

Back: Happy to. What specifically would you like more clarity on?
Avoid brush-off.
Book follow-up call.

Card 6

Front: We're already working with someone.

Back: That makes sense. What do you like most about them?
Find gaps.
Differentiate.

Card 7

Front: Now isn't a good time.

Back: When would be better?
Tie to pain urgency.
Confirm timeline.

Card 8

Front: I've never heard of your company.

Back: Fair enough. What would you need to see to feel confident?
Provide social proof.

Card 9

Front: I need approval.

Back: Who besides you is involved?
Map decision process.
Ask for intro.

Card 10

Front: Your competitor is cheaper.

Back: They probably are. What are you comparing?
Compare scope, quality, outcomes.

Card 11

Front: I'm not interested.

Back: I understand. What's missing?
Uncover hidden objection.

Card 12

Front: Call me later.

Back: Sure. When specifically works best?
Lock exact time.

Card 13

Front: We tried that before.

Back: What didn't work about it?
Differentiate approach.

Card 14

Front: I don't see the value.

Back: What would make it valuable to you?
Tie to goals.

Card 15

Front: It's risky.

Back: What part feels risky?
Reduce with guarantees.

Card 16

Front: I'm too busy.

Back: That's exactly why many clients use us.
Position as time-saver.

Card 17

Front: We'll revisit next quarter.

Back: What changes next quarter?
Test stall vs. real.

Card 18

Front: I need to research.

Back: Great. What questions should I help you answer?
Guide research.

Card 19

Front: I can do this myself.

Back: You absolutely could. The real question is—should you?
Compare opportunity cost.

Card 20

Front: I'm happy with the way things are.

Back: On a scale of 1–10, how satisfied are you?
Open improvement gap.

Card 21

Front: It's not a priority.

Back: What is currently taking priority?
Connect to bigger goal.

Card 22

Front: We don't need it.

Back: Help me understand your current process.
Reveal inefficiencies.

Card 23

Front: Your contract is too long.

Back: What term would feel comfortable?
Offer phased commitment.

Card 24

Front: I've had bad experiences before.

Back: I'm sorry to hear that. What happened?
Empathy + proof.

Card 25

Front: Can you lower the price?

Back: If we adjusted price, what would you need removed?
Protect value.

Card 26

Front: We're cutting costs.

Back: Are you cutting expenses—or investing smarter?
ROI positioning.

Card 27

Front: Email me.

Back: Happy to. When should we reconnect?
Secure follow-up.

Card 28

Front: I'm just browsing.

Back: Great. What caught your interest so far?
Engage curiosity.

Card 29

Front: I don't make decisions alone.

Back: Who else should be part of this conversation?
Expand table.

Card 30

Front: Your product seems complicated.

Back: That's on me—let me simplify.
Re-explain clearly.

Card 31

Front: We don't see results fast enough.

Back: What timeline were you expecting?
Reset expectations.

Card 32

Front: We're under contract.

Back: When does it renew?
Pipeline future close.

Card 33

Front: I need guarantees.

Back: What outcome would give you confidence?
Risk reversal.

Card 34

Front: It's not the right fit.

Back: What would make it a better fit?
Adjust offering.

Card 35

Front: Your reviews aren't enough.

Back: Would a direct client reference help?
Offer proof.

Card 36

Front: We'll handle it internally.

Back: What's the cost of internal time?
Calculate hidden expense.

Card 37

Front: I don't want to switch.

Back: What would switching need to improve?
Emphasize gain.

Card 38

Front: It sounds good, but...

Back: I sense something holding you back.
Invite honesty.

Card 39

Front: We don't trust vendors easily.

Back: I respect that. What builds trust for you?
Meet criteria.

Card 40

Front: We need more time.

Back: What decision are you trying to avoid?
Gentle pressure.

Card 41

Front: I'm overwhelmed.

Back: Let's simplify to the one outcome that matters most.
Focus clarity.

Card 42

Front: I don't like long-term commitments.

Back: What would a comfortable starting point look like?
Pilot offer.

Card 43

Front: It's not urgent.

Back: What happens if nothing changes?
Cost of inaction.

Card 44

Front: Your process seems different.

Back: Yes, and here's why...
Educate.

Card 45

Front: We need to compare options.

Back: What criteria will you use?
Control evaluation.

Card 46

Front: I don't understand the numbers.

Back: Let me break it down simply.
Visual explanation.

Card 47

Front: We're growing too fast right now.

Back: That's when structure matters most.
Strategic timing.

Card 48

Front: We'll circle back.

Back: I'd rather earn the business now—what's missing?
Bring forward.

Card 49

Front: We've never done that before.

Back: That's often where growth happens.
Normalize innovation.

Card 50

Front: I'm not convinced.

Back: What would need to happen for you to feel 100% confident?
Close the gap.
